

REGULATIONS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL) (IMBA)

These regulations apply to candidates admitted to the Master of Business Administration (International) in the academic year 2022-2023 and thereafter.

(See also General Regulations and Regulations for Taught Postgraduate Curricula)

The degree of Master of Business Administration (International) (IMBA) is intended for executives with a proven track record.

Admission requirements

IMBA 1 To be eligible for admission to the courses leading to the degree of Master of Business Administration (International), candidates shall

- (a) comply with the General Regulations;
- (b) comply with the Regulations for Taught Postgraduate Curricula;
- (c) hold a bachelor's degree of this University or another qualification of equivalent standard from this University or from another University or comparable institution accepted for this purpose;
- (d) have attained a satisfactory level of performance in the Graduate Management Admissions Test (GMAT) or GRK or Graduate Record Examinations (GRE) or equivalent;
- (e) provide evidence of post-graduate full-time work experience of at least three years duration;
- (f) have attained a satisfactory score on TOEFL or IELTS if their qualifications from a university or comparable institution outside Hong Kong where the language of teaching or examination is not English; and
- (g) satisfy the examiners in a qualifying examination if required.

IMBA 1A Candidates who do not satisfy the requirements of IMBA 1 (c) and/or (d) above may in exceptional circumstances be admitted if they

- (a) demonstrate adequate preparation for studies at this level;
 - (b) have demonstrated to the Admissions Committee with more than 7 years of exceptional business experience at senior management level; and
 - (c) satisfy the examiners in a qualifying examination, if required.
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Qualifying examination

IMBA 2 Candidates who are required to satisfy the examiners in a qualifying examination shall not be permitted to register in the curriculum until they have satisfied the examiners in the examination.

Course exemption and advanced standing

IMBA 3 Exemption of up to four required knowledge courses may be granted (normally by examination), except the capstone course, if candidates

- (a) can produce evidence, such as transcript and course syllabus, that a course is equivalent in content to another course taken elsewhere for which a satisfactory grade has been obtained; or
- (b) are holding relevant professional qualifications.

No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value.

IMBA 4 Advanced standing of up to two required courses may be granted (normally by examination), except the capstone course, if candidates

- (a) can produce evidence, such as transcript and course syllabus, that a course is equivalent in content to another course taken elsewhere for which a satisfactory grade has been obtained where exemption of two required courses has already been granted according to IMBA 3; or
- (b) are holding relevant professional qualifications where exemption of two required courses has already been granted according to IMBA 3; or
- (c) have completed comparable courses for which a satisfactory grade has been obtained at postgraduate level.

Application for advanced standing shall be made prior to the commencement of the curriculum.

Advanced standing will be granted on a case-by-case basis at the discretion of the Board of Faculty. Being exempted in two courses does not imply the granting of advanced standing. Credits granted for advanced standing shall not be included in the calculation of the GPA but will be recorded on the transcript of the candidate.

IMBA 5 The total number of course exemption and advanced standing to be granted according to IMBA 3 and IMBA 4 shall not exceed a total of 24 credits.

Award of degree

IMBA 6 To be eligible for the award of the degree of Master of Business Administration (International), candidates shall

- (a) comply with the General Regulations;
 - (b) comply with the Regulations for Taught Postgraduate Curricula; and
 - (c) complete the curriculum and satisfy the examiners in accordance with the regulations set out below.
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Period of study

IMBA 7 The curriculum shall normally extend over two academic years of part-time study. Candidates shall not be permitted to extend their studies beyond the maximum period of registration of four academic years of part-time study, unless otherwise permitted or required by the Board of the Faculty. Candidates who have been granted advanced standing under Regulation IMBA 4 are permitted to complete the curriculum in less than two academic years of part-time study. Candidates who have been granted leave of absence are also required to complete their study within the specified maximum period.

Leave of absence

IMBA 8 A candidate who cannot attend for more than seven days because of illness, or for more than two full consecutive days on non-medical reasons shall be required to submit a written application for leave of absence to the Dean of Faculty. Under no circumstances shall the leave of absence be granted on each occasion for a period of more than twelve months.

Completion of curriculum

IMBA 9 To complete the curriculum, candidates shall satisfy the requirements prescribed under TPG 6 of the Regulations for Taught Postgraduate Curricula, follow instructions on the prescribed syllabuses, attend the required seminars and tutorials, complete satisfactorily the prescribed written assignments, case workshops, class tests and projects, and such other practical exercises as may be prescribed, and satisfy the examiners in the prescribed examinations.

Assessment

IMBA 10 Assessment of the candidates' coursework during their studies may be taken into account in determining the candidates' result in each written examination paper, or, where so prescribed in the syllabuses, may constitute the examination of one or more courses.

IMBA 11 Candidates shall satisfy the examiners in all the prescribed courses as required in the syllabuses. Examinations shall normally be held at the end of each course, unless otherwise specified. Only passed courses will earn credits.

IMBA 12 Candidates who have failed a required course shall be required to sit for re-examination or retake the course. Candidates may take another elective course as substitution if the failure is an elective course.

IMBA 13 Candidates who have failed a total of three examinations/assessments or re-examinations/re-assessments during the entire period of study of the curriculum shall be recommended for discontinuation under the provisions of the General Regulations G12.

IMBA 14 Candidates shall not be permitted to repeat a course for which they have received a passing grade for the purpose of upgrading.

IMBA 15 There shall be no appeal against the results of examinations and all other forms of assessment.

Grading system

IMBA 16 Courses shall be graded according to letter grades, their standards and the grade points for assessment as follows:

<i>Grade</i>		<i>Standard</i>	<i>Grade Point</i>
A+	}	Excellent	4.3
A			4.0
A-			3.7
B+	}	Good	3.3
B			3.0
B-			2.7
C+	}	Satisfactory	2.3
C			2.0
C-			1.7
D+	}	Pass	1.3
D			1.0
F		Fail	0

Assessment results

IMBA 17 On successful completion of the curriculum, candidates who have shown exceptional merit may be awarded a mark of distinction, and this mark shall be shown in the candidates' degree diploma.

SYLLABUSES FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL)

These syllabuses apply to candidates admitted to the Master of Business Administration (International) in the academic year 2022-2023 and thereafter.

PROGRAMME STRUCTURE

The curriculum consists of twelve required courses (including ten 6-credit courses [one of which is a capstone project] and two 3-credit courses) and seven 6-credit elective courses.

REQUIRED COURSES	CREDITS
Accounting for Business Decisions	6
Business Communications	3
Business Analytics	6
Business Ethics	3
Capstone Project	6
Corporate Finance	6
China and the Global Economy	6
Managerial Economics	6
Operations Management	6
Organizational Leadership	6
Strategic Management	6
Strategic Marketing Management	6
Total:	66

ELECTIVE COURSES

A list of electives will be announced at the beginning of the academic year. Candidates may also take up to two elective courses from taught postgraduate curricula offered by the Faculty of Business and Economics under the advice and approval of the Programme Directors concerned.

ASSESSMENT

Candidates shall normally be examined at the end of each course, unless otherwise specified. Examinations may include any combination of written assignments, project reports, written papers, or any other assignment which may be required as part of a course. In order to successfully complete a particular course, besides fulfilling the assignment and examination requirements of respective lecturers, candidates will also have to attain a minimum attendance requirement of 70% for each course.

DESCRIPTION OF COURSES IN THE MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL) CURRICULUM

The weightings of the assessment mode for courses in this curriculum are normally 50-80% for coursework and 20-50% for examination unless otherwise specified in the syllabuses or in respective course outlines.

REQUIRED COURSES

IMBA6054 Accounting for Business Decisions (6 credits)

The main objective of this course is to promote an in-depth understanding of fundamental accounting concepts and practices as well as to enhance student ability to apply such concepts to make intelligent managerial decisions. This course focuses on managers' need to understand and interpret financial information in various decision-making contexts. Topics included in this course will not only focus on technical aspects of accounting in terms of how financial information is formulated, but also on why such information is relevant to the management of a firm. In addition, the course covers essential financial statement analysis skills and cost management issues which go beyond typical financial accounting topics.

IMBA6056 Business Communications (3 credits)

This course engages in an intensive investigation of the nature and function of communication within an increasingly complex and multi-cultural context of international business. It investigates the crucial role of oral and written communication, and examines strategies in negotiation and conflict management, cross-cultural communication, and business crisis situations. In addition, practical skill training in resume, application letters and interview techniques may be covered.

Assessment: 100% coursework

IMBA6050 Business Analytics (6 credits)

This course is designed to provide students with a good understanding of various statistical and analytics tools, and the ability to apply them in business situations. It provides necessary statistical background for a number of follow-up courses in the IMBA curriculum.

IMBA6091 Business Ethics (3 credits)

This course addresses learning, communication, and ethical reasoning skills that impact professional performance. It shows that we are all susceptible to unethical behavior, and therefore should take time to avoid situations wherein unethical behavior is incentivized. Specific attention will be paid to ethical frameworks and the opportunity for informed self-reflection in applying ethical perspectives in a business context.

Assessment: 100% coursework

IMBA6092 Capstone Project (6 credits)

The Capstone Project requires students, working in groups, to conduct detailed analysis of a company in their second year of study. The company must be listed so that its financial and operations data are publicly available. Students have to identify the important challenges facing the selected company, develop an in-depth analysis of its operation, formulate strategic options, and make strategic recommendations to tackle the challenges. They are expected to apply the knowledge they gain in various core courses in the study. Each group will meet with instructors twice to discuss the details of their findings and arguments before a final presentation, and submit a detailed written report afterwards.

Assessment: 100% coursework

IMBA6045 Corporate Finance (6 credits)

This course introduces basic principles, theories and practices of finance and corporate financial management and applies them to the main financial decisions (e.g., investment, financing, payout decisions) faced by financial managers in a company. The course intends to offer valuable analytical frameworks and tools that can be used to guide corporate (and personal) financial decisions to create value.

Prerequisite: IMBA6054 Accounting for Business Decisions &
IMBA7003 Managerial Economics

IMBA6053 China and the Global Economy (6 credits)

This course provides basic understanding of macroeconomics at both the national and international levels and its applications to current global economic issues. Topics include macroeconomic measures and data, business cycles and economic growth, monetary policy, government budget and national debt, interest rates and exchange rates, external imbalances, the international monetary and financial system, trade in goods and services, national economies with major global economic impacts and current economic issues. The course will emphasize on the command of basic economic concepts and their applications to understand real world economic issues.

Prerequisite: IMBA7003 Managerial Economics

IMBA7003 Managerial Economics (6 credits)

Managerial economics covers economic principles involved in business decisions. To effectively manage a company, a manager needs to have a good understanding of demand, supply, cost, pricing, market power, and competition. By analyzing these topics, we will gradually develop the economic way of thinking. The analysis and methods learned in this course will help you understand other business subjects such as accounting, marketing, corporate finance and human resource management.

IMBA6100 Operations Management (6 credits)

This course integrates the fundamental principles of operations management to cover key aspects of a firm's operating process flow and its supply chain. It provides an understanding of key principles of operations management as a critical element of organizational competitiveness, an understanding of the role of operations management in the transformation of business practice, how to use the gathered information to improve the performance of an organization's processes and its supply chain, and an understanding of the critical enabling role played by technology in revenue management systems, in terms of allocating and pricing inflexible, perishable resources appropriately.

IMBA6102 Organizational Leadership (6 credits)

The core objective of this course is to expose you to major concepts and theories for understanding and managing human behavior in the workplace, which is important for both the short-term and long-term viability of any organization today. Upon finishing this course, you will gain a better understanding of how individuals, teams, and organizations function, and, more importantly, how to manage social relationships at work and motivate employees to dedicate full efforts to their jobs for reaching their personal and organizational goals.

Assessment: 100% coursework

IMBA6052 Strategic Management (6 credits)

The course is divided into four parts. In the first part, industry analysis will be introduced, which will help executives decide whether to enter into or exit from an industry. In the second part, the two basic strategies for industry positioning, cost advantage and differentiation, will be discussed. Competitive dynamics among rival firms will be analyzed in details in part three, with a particular focus on the strategies of firms in the emerging markets. Finally, in part four, vertical scope will be addressed, especially their impacts on the implementation of the aforementioned positioning strategies.

Assessment: 100% coursework

IMBA6066 Strategic Marketing Management (6 credits)

The course is to expose, involve and challenge participants in the complexities of managing key marketing processes for better firm performance. It pays special reference on firms in Hong Kong, Asia, and China with their unique marketing strategies and practices. Cutting-edge knowledge and up-to-date insights from U.S. and European firms will be shared in the course.

Assessment: 100% coursework

ELECTIVE COURSES

The courses listed below may not be offered every year.

IMBA6081 Accounting Analytics for Management Decisions (6 credits)

This course covers traditional and contemporary approaches to product costing, cost management and management control systems. For each management accounting topics, the course examines the development, measurement, analysis, validation and communication of financial and non-financial information.

Prerequisite: IMBA6054 Accounting for Business Decisions

Assessment: 100% coursework

IMBA0001 Advanced Corporate Finance (6 credits)

This course aims to upgrade students' knowledge about corporate finance through more advanced topics on investment decisions, financial policy, mergers and acquisitions and risk management. The course focuses on the rationales behind and techniques involved in more complicated and more comprehensive decision-making issues.

Prerequisite: IMBA6045 Corporate Finance

IMBA6027 Advanced Marketing (6 credits)

This course builds on the principles and concepts taught in IMBA6066. Students will assume a managerial perspective in applying economic principles in marketing, analyzing operations' needs, examining distribution and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales.

Prerequisite: IMBA6066 Strategic Marketing Management

Assessment: 100% coursework

IMBA6086 Advanced Negotiation (6 credits)

This course is intended to provide training to students in advancing their skills in negotiation. It covers topics on "Slicing & Expanding the Pie: Negotiation Terminology Revisit", "The Negotiator's Dilemma and Discovering your Style", "Relationship, Trust, and Emotions in Negotiation", "Cross-Cultural Negotiations & Interaction Strategies", "Difficult Conversations & Cognitive Biases", "Internal & External Negotiations" and "The Power of Fairness and Ethics in Negotiations".

Prerequisite: IMBA6056 Business Communications

Assessment: 100% coursework

IMBA0012 Asian Economies in a Globalizing Business World (6 credits)

The course is designed to introduce students to the patterns of economic development and inter-relationships, especially those with the relevance to Mainland China. Topics to be covered include growth and development, international trade and investment, financial and exchange rate systems, as well as public policies. Current economic issues will also be discussed. Economic trends and related news items will be presented and examined in the light of their historical background and existing social and political context.

IMBA6105 Behavioral Economics (6 credits)

The course introduces behavioral economics and tries to keep it in perspective. Behavioral economics and rational models of economics are considered to be complementary instead of competing. Rational models are covered in the course to provide us a solid background to appreciate the contributions of behavioral economics. These contributions help us better understand decision-making under certainty, judgment under risk and uncertainty, decision-making under risk and uncertainty, and intertemporal choice. Although rational models are not perfectly consistent with actual behavior, they can be used to show how choice and decision can be improved.

Assessment: 100% coursework

Prerequisite: IMBA7003 Managerial Economics

IMBA6114 Big Data Consumer Analytics (6 credits)

Consumers leave a massive digital trail through mobile devices, social media, transactions, and information communication technologies (ICT). Companies and organizations in all industries face this plethora of consumer data and are looking to turn it into value through advertising and better products and services. This course looks to introduce students through a no-coding approach to the various methods and strategies to make sense of the data. It covers topics including advance and Big Data predictive analytics, machine and deep learning, text mining and analysis, image and video analysis, and geospatial and mobility analytics. Students will have real hands-on practice exercises with these methods, learn how to generate insights from large and unstructured data, and build an understanding of its strategic relevance in creating sustainable competitive advantage. The course will also bridge these technical methods with social sciences and consumer behaviour.

IMBA6067 Branding and Communications (6 credits)

Throughout the course, the concept of branding will be thoroughly examined in a holistic manner. The literatures written by Kotler, Aaker and Levitt will be frequently referenced, balanced by an interpretation of the instructor's practical experience. Case studies from a global as well as Asian perspective will be cited in order to provide students with relevant insights to brand management in their work place. This course combines the most critical theories as well as the most current marketing topics including "branding in the digital age", "brand management during economic turmoil" "Chinese brands emerging as global brands" and "CSR and sustainability", etc.

Prerequisite: IMBA6066 Strategic Marketing Management

Assessment: 100% coursework

IMBA6095 Business Model Design and Innovation (6 credits)

This course examines how a firm can better design its business model and how innovative thinking affects the competitive dynamics of markets, how consumers perceive innovations from firms, and how firms can create and implement strategies to maximize their likelihood of success. It explores how firms can strategically innovate in their businesses and how they can be successful in discovering a new strategic position; and also explores the question of how to respond to an innovation that seems to be disrupting businesses. The course should be of particular interest to those interested in managing a business in both high technology and low technology contexts, and to those interested in consulting.

Assessment: 100% coursework

IMBA6041 Business Process Operations (6 credits)

This course covers a number of operations topics associated with the management of business processes. It aims to provide an understanding of key principles of business process management and introduce a set of systematic approaches to process planning and management. Students will learn a set of quantitative tools that can be used to solve a variety of practice problems.

Prerequisite: IMBA6100 Operations Management

IMBA8001 Business Transformation (6 credits)

This course builds on the basic principles of business and economics to examine the role of the Internet as a strategic necessity. It provides a roadmap for transforming companies into inter-networked enterprises where proprietary and shared infrastructures are used to link customers, suppliers, partners and employees to create superior economic value. Students will learn how the Internet can provide firms with the necessary infrastructure needed to align their business strategy with IT strategy, streamline front-end and back-end processes, manage relationships and partnerships, and adapt to emerging global issues such as outsourcing and offshoring.

Assessment: 100% coursework

IMBA6110 China and the New World Order (6 credits)

The Chinese economy has been growing at a rate of 10% on average since the beginning of market reforms in the early 1980s up to around 2010. As the second largest economy, China's market reforms have altered both its own and the global economic landscapes. Multinational companies now have access to the largest consumer market and labor force in China, while Chinese companies and investors have become increasingly outward oriented, partly facilitated by several government initiatives. That said, many companies, both in China and abroad, substantially underestimate the costs and risks of doing business in the most uncertain times the world has seen in decades. This course aims to examine the past, present, and future of China's economic development and its changing relationships with foreign countries, in particular the United States.

Assessment: 100% coursework

IMBA6094 Chinese Capital Market and Securities Analysis (6 credits)

This course introduces the long-term trend and cyclical movement of the Chinese stock market and explores the underlying driving forces. Based on industry cyclical in the Chinese economy, this course analyses how these driving forces would influence the fundamentals and valuations of corporations. This course therefore combines the financial statements analysis and investment courses in the Chinese setting.

Prerequisite: IMBA6054 Accounting for Business Decisions
IMBA6045 Corporate Finance

Assessment: 100% coursework

IMBA6040 Competition Policy and Business Strategy (6 credits)

Most governments in developed economies attempt to maintain competition in the market to achieve economic efficiency. This course studies the economics of competition, competition policy, monopolies and cartels, and applications of competition law. It is designed to enhance student understanding of how business practices or business strategy would be prohibited under anti-trust regulatory environment and how anti-trust regulations may be justified on economic efficiency ground. Selected case materials based on contemporary examples from Mainland China and Hong Kong will be used in classroom discussions.

Assessment: 100% coursework

IMBA6059 Consumer Behavior (6 credits)

This course is designed for students to develop capabilities for utilizing knowledge of consumer behavior to enhance global strategic marketing decision making. They are expected to develop capabilities for improving skills in the research and analysis of customer segments, demand, and market potential. Case study and analysis of consumer behavior understanding based on global marketing management are expected throughout the course individual and group assignments.

Assessment: 100% coursework

IMBA6089 Consumer Insight (6 credits)

Consumption decisions are often determined by consumers' psychological states at the moment of their judgement and decision-making. Seemingly minor incidents and the subtle contextual cues in daily life can trigger these psychological states and exert substantial impacts on purchase, consumption, and investment. This course appreciates key trendy consumption phenomena in China consumer market; provides in-depth analysis of their psychological mechanisms; demonstrates novel and cutting-edge experimental, neural, and physiological evidences on them; and helps design marketing/promotional strategies to ride on these trends, stimulate and/or mitigate them.

Assessment: 100% coursework

IMBA6062 Controllership (6 credits)

This course provides an overall understanding of the skills and tools necessary to effectively fulfill the controller's varied business responsibilities. Participants will learn how to add value in their organizations and will have opportunities to practically apply what they learn through interaction and knowledge exchange with their peers. Although an overview of the financial aspects of the role will be discussed, more emphasis will be placed on the 'value-added' role of the controller.

IMBA6079 Corporate Governance and Social Responsibility (6 credits)

This course provides a multi-faceted overview of the characteristics and unique challenges of governance strategy and practices in Asia. Corporate governance topics include the institutional environment, corporate ownership, family- and state-owned enterprises, board of directors and corporate transparency. Moreover, the topics of social responsibility, nonprofit organizations and social enterprises will be discussed in-depth to bring this course to a forward-looking conclusion.

Assessment: 100% coursework

IMBA6084 Corporate Strategy (6 credits)

The course is designed to introduce students to the central strategic challenges facing CEOs, particularly those in charge of multi-business firms. The course examines how companies generate and preserve corporate advantage and is designed to make students proficient in tackling different typical decision problems in corporate strategy.

Prerequisite: IMBA6052 Strategic Management

Assessment: 100% coursework

IMBA6046 Creativity and Business Innovation (6 credits)

The course aims to put students in a lateral mindset where students can both leverage and challenge the conventional wisdom to think creatively to discover new opportunities, ask the right questions in order to identify the right problems and explore the trade-offs involved in decisions to design elegant and well-articulated solutions. The course aims to encourage students think differently and be innovative.

Assessment: 100% coursework

IMBA6017 Current Topics in Accounting and Financial Analysis (6 credits)

This is a special course that deals with various topics in accounting and financial analysis. Topics covered may vary from year to year, depending on the research interests of the instructor.

IMBA6031 Current Topics in Financial Management (6 credits)

This is a special course that deals with various topics in financial management. Topics covered may vary from year to year, depending on the research interests of the instructor.

IMBA0004 Current Topics in Human Resource Management (6 credits)

This course is designed to help students develop an understanding of contemporary issues and developments in human resource management. The course will enable students to explore the changing role of the HRM function and its impact on managers. They are to improve the capacity of participants to analyze and diagnose HR problems and to intervene appropriately.

Prerequisite: IMBA6102 Organizational Leadership

IMBA6111 Data-Driven Strategic Decision Making (6 credits)

Companies are creating and consuming vast amounts of information, leaving behind a trail of digitized big data. To be successful, companies want to extract value from data, and use them to support their decision-making, often under uncertainty due to incomplete information. However, managers often find it difficult to translate big data into actionable policies, and generate business value. This course discusses both strategical-level and operational-level considerations. We start with introduction of big data, artificial intelligence (AI), and their relationship through examples. Big data alone cannot bring business value. We then discuss the analytics triangle of Problem – Data – Analytics, and the right balance among them needed for effective data-driven decision making. We then introduce analytics techniques using real business cases, such as principal component analysis, clustering, logistic regression, support vector machines, neural network, deep learning, reinforcement learning, time series forecasting, and so on.

IMBA0009 Derivative Securities (6 credits)

This course provides students with a framework to understand the fundamental concepts of derivative products (futures, options, swaps, and basic structured products), to develop the necessary skills used in valuing derivative contracts, and to understand a wide variety of issues related to risk management and investment decisions using derivatives. The focus of the course is more on professional and institutional business strategies and developments than on personal investment and speculation.

Prerequisite: IMBA6045 Corporate Finance

IMBA6119 Digital Innovation: from Practices to Methodologies

Information technology (IT) enables new patterns of commerce and affects how buyers buy and sellers sell, how firms interface with their customers and suppliers, and how activities are organized internally within the firm, and how individuals utilize technologies. The integration of technology, individuals, and business processes makes it pertinent for the managers and leaders of today and tomorrow to be able to understand and communicate the strategic potential of design and leverage digital innovation for business competition. We will focus on innovations in both analytics and technology-driven business models. The course contents will cover contemporary topics on innovation strategies, business analytics, platform economics, business model development, disruptive technologies, digital experiments (A/B testing), cryptocurrency, information privacy, etc. In particular, students will learn how to identify innovation opportunities and manage innovation processes. They will also be able to master the ability to develop digital business models.

IMBA6107 Digital Marketing Strategy (6 credits)

This course is designed to discuss and analyze the marketing actions that have been or are being digitized in the process of enterprise marketing – from customer insight to marketing strategy. Based on these analyses, the basic rules, core logic and implementation points of the digital marketing strategy are summarized and compared and integrated with the traditional marketing strategies. This course highlights the frontier practices of enterprise; keep the content fresh and dynamic. At the same time the course will analyze and refine the digital marketing theory in order to form strategic thinking and action rules.

Assessment: 100% coursework

IMBA6109 Digital Technology and Transformation for Competitiveness (6 credits)

This course provides students with (1) an overall understanding of essential digital technologies that empowers business, (2) core knowledge of prevalent and emerging technology together with their business applications, (3) a sound appreciation of critical issues and challenges in technology investment, evaluation, implementation, outsourcing, and utilization in various organizational settings, (4) in-depth analyses of recommended (best) management practices, and (5) a firm grasp of ethical issues and considerations associated with the use and management of digital technology, including data-driven business analytics and intelligence. This elective module balances technical knowledge and managerial/organizational issues; it is designed for both business and technology managers. Pedagogically, in-class lectures and discussions are the primary methods, augmented by business case discussions and individual assignments.

Assessment: 100% coursework

IMBA6099 Digital Transformation and Management Strategy in a Cross-Cultural Context (6 credits)

The course of Digital Transformation and Management Strategy in a Cross-Cultural Context is designed to equip students with a thorough understanding of major cultural frameworks/concepts and how they can be applied practically to develop innovation, digital transformation and management/business strategies. Discussion of how to manage internal staffs with diverse cultural background, as well as the techniques to build/manage cross-cultural team, especially when conducting digital transformation will

be made. The impact of culture to leadership style, people management, way of communication, change management, motivation technique, perception over time and decision making process will be studied. How culture relates to business negotiation, marketing & branding strategies, digital strategy, product development & packaging and buying behavior, etc. will also be explored.

Assessment: 100% coursework

IMBA6090 Economic Forecasting (6 credits)

This course provides an overview of forecasting methods and introduces the elements of forecasting and various forecasting techniques. The methods include regression based models, ARIMA models, exponential smoothing methods and multivariate methods. The course also looks at techniques for the evaluation of performance of forecasting methods and examines the role of forecasts in the decision making process.

Assessment: 100% coursework

IMBA6072 Emerging Technology Innovation Management (6 credits)

This course introduces some emerging and interesting internet business technologies and models. This will be followed by a discussion of how these technologies could be applied to real business. The course will help students understand potential business opportunities and the value of the Internet, and equip them with new internet thinking that is important for sparking innovative ideas in enterprise management and operation.

IMBA6058 Entrepreneurship (6 credits)

This course aims to provide an overview of the entrepreneurship process by focusing on new venture creation from idea generation, building compelling business model and opportunity recognition to managing new business startup and dealing with the venture capitalists. Entrepreneurship is about business innovation, how to create new value in firms through new business concepts and models. Students will learn how to develop business models that create new value for customers in a startup venture and will also learn about the values, management, marketing, and financial skills that most often associated with successful entrepreneurial activity.

Assessment: 100% coursework

IMBA6113 Entrepreneurial Enterprise Governance (6 credits)

This course aims to enable students to understand corporate governance – the "top design" of corporate institutions and mechanisms, and thus solve a series of important problems in the business practice, such as (1) How to arrange corporate ownership structure? (2) How to use corporate governance to control entrepreneurial enterprise? (3) How to conduct team incentives for Entrepreneurial enterprise? (4) Entrepreneurial enterprise how to use executive stock options? And (5) How to build an effective entrepreneurial enterprise governance structure and specific governance mechanisms to enhance endogenous growth motivation and endogenous growth capacity of entrepreneurial enterprise?

Assessment: 100% coursework

IMBA6007 Executive Workshop (6 credits)

This is a one-week workshop in Hong Kong consisting of lectures, visits to businesses in the private sector and government bodies and networking activities. The course is intended to enrich student business experience through understanding the business environment and practices in Hong Kong and the region, help them develop a more global perspective, provide them with the opportunity to research a specific topic in business of their interest, and to apply and integrate the materials they have learned in their first year of study in the program.

Assessment: 100% coursework

IMBA6083 Fashion and Luxury Brand Management (6 credits)

This course covers brand management knowledge in the fashion and luxury area. It aims for students to understand the unique consumer behavior in the fashion and luxury markets and the influence of branding strategy on the fashion brands. Students are to learn how to manage the fashion and luxury brand and to understand the know-how of European fashion brands for their global strategy; and take the opportunity to understand China's fashion industry and the unique features of consumer behavior.

Assessment: 100% coursework

IMBA6021 Fast Companies (6 credits)

This course describes how fast companies operate and the weight on customer focus, speed, and real-time information, and explores the challenges it presents to managers who are trying to make companies more agile, efficient and responsive. The course will cover a wide range of industries, including manufacturing, financial services, logistics, distribution and retail, telecom, health care, trading, and e-commerce.

Assessment: 100% coursework

IMBA6078 Business Valuation (6 credits)

This course aims for students to understand the concepts, tools and skills for analyzing financial statements. They are to integrate concepts and skills learned from accounting, finance, economics, and business strategy and perform valuation work on actual companies. Through the course group project, students are expected to demonstrate effective communication skills.

Prerequisite: IMBA6054 Accounting for Business Decisions

IMBA6096 Fintech Entrepreneurship: A Global View (6 credits)

This course aims to provide students with the essential knowledge necessary for understanding entrepreneurial opportunities in the financial technology (Fintech) field from a broader perspective other than China and apply skills (e.g. analytical) into real world cases. Emphasis is placed on analyzing novel opportunities emerging from the global Fintech movement and building Fintech services/products for real. This course is ideal for students who anticipate founding Fintech ventures or seek exposure to them in a global setting.

Prerequisite: IMBA6052 Strategic Management,
 IMBA7003 Managerial Economics, and
 IMBA6066 Strategic Marketing Management

Assessment: 100% coursework

IMBA8002 Game Theory and its Applications in Business (6 credits)

The course introduces basic concepts in game theory as well as their applications in business, economics and political science when time permitted. As such, the course emphasizes the identification and analysis of archetypal strategic situations frequently occurring in business decisions; especially those involve negotiation and bargaining. The course has a strong experiential component. Students will repeatedly participate in a variety of strategic situations thereby developing the ability to translate their analyses into practice. Example-and-case-driven as it is, the course is analytical. A working knowledge of basic calculus and ease with algebraic manipulation are prerequisites of the course.

IMBA6108 Global Business Assignment (6 credits)

This course consists of an overseas residential class week and is designed to provide opportunities for students to examine first hand global business issues and problems. It aims to cultivate the global vision and integrated skills of the students, and promote knowledge and culture exchange between the students and the faculty in other leading business schools.

Assessment: 100% coursework

IMBA6115 Global Technology and New Product Strategies (6 credits)

This course addresses both strategic and organizational issues regarding firms' technological innovations in the context of globalization. With a combination of lectures and case studies, students will gain an in depth understanding of the key concepts and problems and technological innovation, how to formulate and implement innovation strategies, and the applications of emerging digital technologies in the marketing context.

IMBA6069 International Business Strategy (6 credits)

This course examines the opportunities and challenges that contemporary managers confront when conducting business across national borders. It addresses the complex environment of international business with respect to economic, social, cultural, political, and legal institutions, as well as how companies strategize to adapt to these institutions. The course emphasizes greatly on applying theoretical frameworks in analyzing practical problems and devising proper strategies in the international market, which a focus on “How Chinese Companies Go Global.”

Assessment: 100% coursework

IMBA6077 International Corporate Tax Planning Strategies (6 credits)

This course aims to enhance student understanding and appreciation of the importance of learning international tax and its implications in making business and investment decisions. It provides students with the background knowledge of the corporate tax systems of various jurisdictions, using China and Hong Kong as illustrations of the tax residence and source concepts respectively. It also aims to enhance students’ awareness of the contemporary issues and strategies in international tax planning, mainly involving investment forms, transfer pricing and tax treaties to minimize tax liabilities for whole corporate group. Furthermore, it provides a platform to introduce the principles and considerations in international tax planning with China focus, using practical examples or cases as illustrations. Last but not least, it is to train up students’ analytical ability, presentation and communication skills and enable them to apply their tax knowledge and strategies gained from the course to formulate simple corporate tax plans.

IMBA6093 International Field Project (6 credits)

This course consists of an overseas field trip and lectures and is intended to provide experiential learning for students in order to develop a deep understanding of business and economic environment in different context, help them construct a global perspective, provide them with the opportunity to analyze an organization of their interest, and to apply and integrate the materials they learn in their first year of studies in the programme.

Assessment: 100% coursework

IMBA6075 International Management (6 credits)

The course introduces the strategic logic and internal organization and management of the multi-business enterprise, and to develop students’ skills for managing, leading and advising in this context. More specifically, this course will explore various international business and international management issues faced by Chinese executives, aiming at improving your ability to think and act internationally.

IMBA0006 Investments (6 credits)

This course introduces students to the fundamental principles of investments and to major issues currently of concern to all investors. The concepts and skills developed from this course enable students to conduct a sophisticated assessment of current issues and debates covered by both the popular media as well as more-specialized finance journals. The main topics include: investment tools, portfolio theory and practice, equilibrium in capital markets, portfolio performance evaluation, and institutional details. The students will learn how to see investment goals and will learn from hand-on experiences how to construct, manage, and evaluate an investment portfolio. This course is essential to those planning to become an investment professional or a sophisticated individual investor.

IMBA6117 Internet Platform Theory and Strategy (6 credits)

Internet, Internet+ and broad adoption of Internet-based platforms as well as social networks have been reshaping the economy greatly. Accordingly, various competitive strategies that worked for conventional business are no longer suitable for the new Internet economy with strong network effect and information transparency. This course is designed for managers in the Internet era to rethink about their business strategy for success in online efforts.

Through course learning and discussion, students will learn to understand online business and offline business in an integrated business framework, take advantage a two-sided network platform to reshape business, use various pull strategies in platform promotion and design core features, interactions, metrics and governance to enhance platform competitiveness.

IMBA6068 Knowledge and Innovation Management (6 credits)

This course covers the latest knowledge management techniques to bring about innovation across the entire business. It provides essential knowledge management approaches and models, addresses key issues and challenges surrounding knowledge management in organization, knowledge management practices and implementation strategies and enabling technologies for various organizations, appreciates closed vs. open innovation; effectively nourishing, managing, and fostering innovations in an organization and business models, and how to manage them effectively.

Assessment: 100% coursework

IMBA6087 Learning Organization and Organizational Change (6 credits)

This course examines the theory and practice of organizational change, organizational learning, learning organization and organization knowledge. These orientations, together with their sub-fields, tools and perspectives, are studied in the light of improving the organizational effectiveness and organizational performance of modern day businesses.

Assessment: 100% coursework

IMBA6063 Legal Environment of Business (6 credits)

This course is specially designed for working business managers and officials in China, and its contents is a combination of business law and corporation law. Throughout the course, it provides a comparative and multicultural approach which would be most beneficial to business managers interacting with multinationals or dealing with cross-border transactions.

Assessment: 100% coursework

IMBA6025 Macroeconomic Analysis (6 credits)

The course includes the analysis of the goods market, financial market, and the labor market. Differences and links between the short run, the medium run as well as the long run perspectives will be highlighted. Issues related to unemployment, inflation expectations and economic growth will be examined. Finally, fiscal and monetary policies in both closed and open economies will be analyzed. The purpose of this course is to acquaint the students with the fundamental tools and models in macroeconomic analysis. A range of relevant macroeconomics issues will also be discussed.

IMBA6116 Manage Black Swan (6 credits)

This course aims to help business leaders and policy makers to improve their decision making under extreme uncertainty. It synthesizes the recent research on Black Swan events and develops ideas and tools for managing them. It will deal with the following questions. What are Black Swan events? How do they affect investment, business and society? What can we do to make better decisions in the world full of Black Swan events?

IMBA6074 Management Consulting (6 credits)

This course is designed to apply the full range of management and business knowledge to provide professional advice to top-managers. It is a fundamental course for those who work as consultants, prepare for such career, or those who engage with consultants on the client side and want to maximize the results of consulting projects. The red line though this course is to experience and practice every stage of a consulting project in different industry contexts: the lead, the pitch, the client engagement, providing deliverables and final presentation and project closing.

Assessment: 100% coursework

IMBA6073 Managerial Decision Making (6 credits)

The main objective of this course is to let student know how to make strategic judgment and decisions and to provide participants with an understanding of psychological processes underlying the interplay between emotion, cognition, judgment and choice in one's work life. The course will also equip participants to develop frameworks for making sound decisions and effectively learn the right lessons from their experiences.

Assessment: 100% coursework

IMBA6014 Managing Changes in a Global Economy (6 credits)

This course provides a critical and extensive examination of global economy developments in recent years. This class will provide students, as future decision-makers, with a systematic way to analyze and understand domestic and global macro-economic fluctuations and trends that will impact today's and tomorrow's business environment. The course will feature simple models that provide an analytical framework, but it will also have an applied data-driven focus.

IMBA6098 Marketing for Tech-Intensive Industries (6 credits)

This class examines the strategic marketing issues related to high-tech industries (IT & Biotech), such as customer analysis, segmentation and targeting, product, price, promotion and place. The core of the course is an in-depth analysis of the marketing strategies that companies use to compete in the high-tech industries.

Assessment: 100% coursework

IMBA8004 Marketing Research and its Business Applications (6 credits)

The course provides a complete marketing research process from problem formulation to writing and presenting a research report. Topics covered will be developing research questions and hypotheses; deciding what data to collect, where to collect from and how to collect data; coding and editing of data; using statistical tools to analyze data, interpreting results; and writing and presenting reports.

IMBA0013 Marketing Strategy in China (6 credits)

This course provides participants with an in-depth understanding and first-hand experience of the current business environment in China, focusing on two of the foremost international business centers in Asia: Hong Kong and Shanghai. The course is designed to equip students with a deep understanding of the business environment of the fastest-growing economy in the world through its two most important and open business centers.

Assessment: 100% coursework

IMBA6071 Mergers and Acquisitions (6 credits)

The course is designed to introduce the fundamental theory and methodology in Mergers & Acquisitions (M&A). The topics of the course include, but are not limited to, the growth strategy of a firm, the decision-making in capital investment, the history of M&A under the changes in business environment, and the relationship between the strategies of M&A and a firm's growth.

Assessment: 100% coursework

IMBA6112 Modern Portfolio Theory and its Application in Chinese Market (6 credits)

This course introduces students to the fundamental principles of investment with a brief overview of capital markets, financial instruments, and investment process. We will emphasize on the application of the modern portfolio theory to develop the basic concepts and skills in portfolio management as a money manager as well as an individual investor. The main topics include: stylized facts about the investment universe, portfolio theory and practice, portfolio performance evaluation, and institutional details for some alternative investments.

IMBA6011 Money and Banking (6 credits)

This course links the fields of macroeconomics and finance. It provides coverage of economic principles that underlie the operation of banks and other financial institutions. The role of money in the economy and the impact of monetary policy on the macroeconomy are examined. The course aims at providing students with the means to analyse monetary questions and institutions.

IMBA6088 Multinational Enterprises Strategy (6 credits)

This course is designed to broaden student understanding of the issues related to the management and strategies of multinational enterprises. The emphasis is on the global business environment and its impacts on multinational enterprises' strategy, structure, and functions. First, the course discusses the political, economic, and cultural environments in which multinational enterprises operate. Second, it examines the strategy and organization of multinational enterprises, including entry strategies, international alliances, organization structures, and control in multinational enterprises. Third, it examines the management of people in multinational enterprises, including motivation and decision-making in the international context.

Prerequisite: IMBA6052 Strategic Management

Assessment: 100% coursework

IMBA6080 Negotiation (6 credits)

This course provides students with the theory and process of effective negotiations. Analytical frameworks and practical skills in negotiation will be covered. It helps students recognize their strengths and weaknesses and know where they stand as a negotiator and how to develop an ongoing improvement plan for future negotiations.

Assessment: 100% coursework

Prerequisite: IMBA6056 Business Communications

IMBA6061 Pricing Strategies and Tactics (6 credits)

The objective of the course is to provide a general framework for formulating and implementing pricing strategies. Techniques are developed to analyze the influence of costs, demand, and competition on the manager's pricing and revenue-management decisions, subject to uncertainty and limited information, to the requirement to maintain consistency with the overall marketing plan, and to legal restrictions.

IMBA6020 Real Estate Finance (6 credits)

The objective of this course is to develop an analytical framework by which students can make sound real estate investment decisions. The main emphases of the course are on theory, concept building, financial modeling, and practical application. In particular, class discussions will cover the following areas in real estate: Real estate markets and investments, appraisals, and development, institutional aspects of real estate finance, mortgage markets, mortgage-backed securities, real estate investment trusts (REITs), real estate transactions, valuation of land, valuation of income producing properties, and redevelopment of real estates.

IMBA6034 Risk Management (6 credits)

This course offers students the concepts and techniques necessary for effective corporate risk management. The purpose of this course is to provide a step-by-step approach to the development of a proper risk management for a company. It will focus on the financial modeling of risk and the effective use of various financial products in risk management. In particular, the course will focus on: identification and measurement of a firm's exposure to financial risk, use of various financial instruments in managing the firm's exposure to risks, implementation of risk management programme.

IMBA6018 Services Marketing and Management (6 credits)

This course considers service excellence as a corporate strategic vision and views effective service strategy from an integrative perspective that covers customers, employees, and operations. Keeping a service organization successful and growing requires more than just effective marketing. The way the organization manages its people and operations has a profound effect on its success. Organizations committed to achieve service excellence must integrate innovative services marketing with effective human resources management and operations management. Course content focuses on: understanding and managing customer expectations and evaluations of services; designing services that meet or exceed customer expectations; delivering and performing quality services through people and operations; pricing of services; managing customer complaints and service recovery; and building & managing customer relationship. Students will also learn effective services marketing and management tools such as service audit through gap analysis, service quality and customer satisfaction survey, service blueprinting, etc.

Prerequisite: IMBA6066 Strategic Marketing Management

Assessment: 100% coursework

IMBA6097 Service Operations Analytics (6 credits)

In service processes, a customer provides significant inputs into the production process of the “unit” he/she consumes, which creates unique challenges in managing the process. This course focuses on analytical techniques to design and manage service processes, and combine operations, marketing, and human resources aspects of services in the discussion. Topics include (1) selecting the demand input of a service process based on its business strategy, (2) managing service demand using revenue management techniques, (3) managing service capacity using analytical methods such as queueing models, (4) measuring and improving service quality.

Prerequisite: IMBA6050 Business Analytics

Assessment: 100% coursework

IMBA6047 Strategic Human Resources Management (6 credits)

The course explores how managers can engage in decision making in their organization regarding the contribution which HRM concepts and frameworks can make to organizational practice, and in turn to the organization's overall effectiveness.

Assessment: 100% coursework

IMBA6104 Analytics and Innovation in Supply Chain and Finance (6 credits)

This course unpacks how analytics and innovation can change the way we conduct business and deliver superior performance, especially in areas related to supply chain and finance. We will work on several in-depth real-world case studies in the areas related to supply chain and finance, covering topics such as coordinating working capital management in supply chains, financing R&D development, building supply chain resilience, and applying FinTech in supply chain finance.

Assessment: 100% coursework

IMBA6028 Supply Chain Management & Logistics (6 credits)

This course focuses on the systems approach to the planning, analysis, design, development, and evaluation of supply chain and logistics management. Students will not be learning dry, abstract concepts or theories, but will be given practical situations and case studies from a number of industries to stimulate thinking for solutions in the analysis of an organisation's supply chain operation. The learning contents are designed to be comprehensive and illuminative. If students are merely a consumer or customer, this study will help make them more perceptive and more understanding of the constraints and strengths of supply chain management.

Assessment: 100% coursework

IMBA6076 Total Quality Management (6 credits)

Keeping an organization successful and growing takes more than the right products, people and services. Today, success depends not only on what are done but also on how they are done. The way an organization and its people handle business processes has a profound effect on the organization. Helping the organization find ways to break through old barriers to arrive at new levels of quality, human efficiency and effectiveness is what Total Quality Management (TQM) is all about. TQM focuses on total quality assurance used in business as a strategy and control tool for the purpose of gaining a competitive advantage in the market. The course seeks to familiarize students with all aspects of TQM, and provide them with the knowledge and tools they need to become designers of, and participants in, company-wide TQM programs. Traditional TQM approach is often overlaid upon other management systems. However, successful TQM requires both behavioral and cultural change. Managers committed to successful implementation of TQM must have both new process and resource management systems that work together.

Assessment: 100% coursework

IMBA6106 Understanding Digital Economy (6 credits)

The course aims to introduce the conceptual foundations for understanding the relations between various parties and agents in the digital economy. The course focuses on two aspects throughout various topics. One views the topics from the policy-oriented standpoint - whether business practices and contracts in a digital economy may depart from efficient behavior, and in which cases they may be beneficial or detrimental to society. The other focus of the course is on how data analytics can help analyze the digital business models and be applied on cases, despite the usefulness of concepts, models, and economic principles.

Assessment: 100% coursework

Prerequisite: IMBA7003 Managerial Economics

IMBA6039 Understanding the Chinese Economy (6 credits)

The purpose of this course is to develop a solid understanding of the Chinese economy. It includes major topics on China's macro-economy and financial system. It includes topics on governance of the Chinese economy, brief history and its current status, sustainability of the economy, and its impact on the rest of the world. In finance issues, the course covers China's banking system, capital markets, and monetary and exchange rate policies. The course helps students to understand the reform and development of China's economy in the past three decades and also its potentials for further development.

Assessment: 100% coursework

IMBA6118 User Behaviors and Analytics in the Digital Economy Era (6 credits)

This module provides an introduction to user behaviors and analytics in the digital economy era. It aims to offer an understanding of user analytics for all business professionals, including those with no prior analytic experience, and apply the analytic skills in their business activities. It starts by providing an understanding of the evolution of the digital economy and its implications. This is followed by a series of discussions about user behaviors on major digital economy channels today, including the PC web, social media, and mobile and emerging technologies. Students will learn the relevant theories and frameworks to understand digital user behaviors, and how analytics can be conducted to derive useful insights from the behavioral data. Of particular importance is the development of theory-guided perspectives and abilities to formulate analytical strategy to obtain valuable insights from user behavioral data to address practical business problems. Relevant data analytic methods and techniques associated with the user behavior will also be introduced, and the implications of the insights obtained to business practices discussed.

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